

(21) Application No: 0308224.5

(22) Date of Filing: 18.09.2002

(30) Priority Data:
(31) 60323499 (32) 18.09.2001 (33) US

(86) International Application Data:
PCT/US2002/029805 En 18.09.2002

(87) International Publication Data:
WO2003/025828 En 27.03.2003

(51) INT CL⁷:
G06F 19/00

(52) UK CL (Edition W):
G4A AUXP AUXS

(56) Documents Cited by ISA:
None

(58) Field of Search by ISA:
Other: NOT YET ADVISED

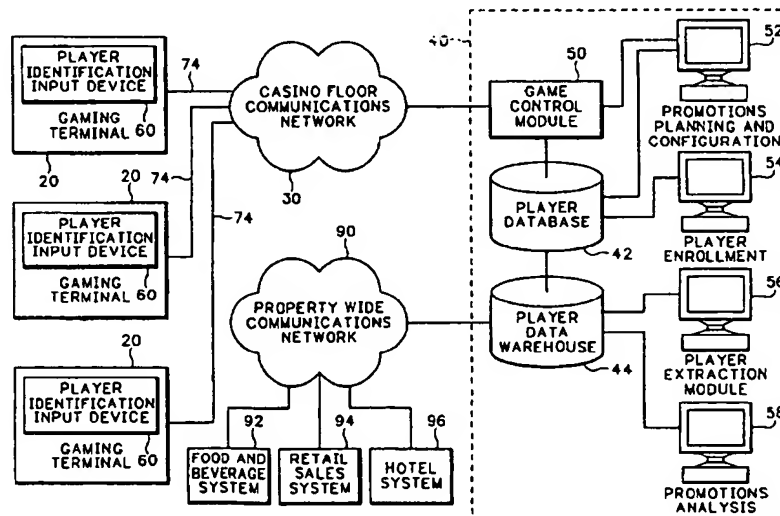
(71) Applicant(s):
Acres Gaming Incorporated
(Incorporated in USA - Nevada)
7115 Amigo Street, Suite 150, Las Vegas,
Nevada 89119, United States of America

(72) Inventor(s):
Richard J Schneider
Floyd W Glisson
Jeffrey R Jordon

(continued on next page)

(54) Abstract Title: **Player specific game system**

(57) Embodiments of the invention provide a game tailoring system that allows a gaming experience to be tailored to an individual player. Player data is tracked as an identified player plays at a gaming device. Additionally, other types of data, such as retail purchases, preferences, and experience are stored. The data is analyzed and triggering levels set which, when satisfied, cause the game tailoring system to modify the gaming experience. The triggering levels can be different for different players. Additionally, data about groups of players or groups of gaming devices can be tracked, stored, and used as reward triggers. Further, depending on the identified player or a group of selected machine, embodiments of the invention can cause messages, graphics, or animations to appear on the game screen.



(21) Application No: 0308224.5

(22) Date of Filing: 18.09.2002

(30) Priority Data:
(31) 60323499 (32) 18.09.2001 (33) US

(86) International Application Data:
PCT/US2002/029805 En 18.09.2002

(87) International Publication Data:
WO2003/025828 En 27.03.2003

(71) Applicant(s):
Acres Gaming Incorporated
(Incorporated in USA - Nevada)
7115 Amigo Street, Suite 150, Las Vegas,
Nevada 89119, United States of America

(72) Inventor(s):
Richard J Schneider
Floyd W Glisson
Jeffrey R Jordon

(continued on next page)

(51) INT CL⁷:
G06F 19/00

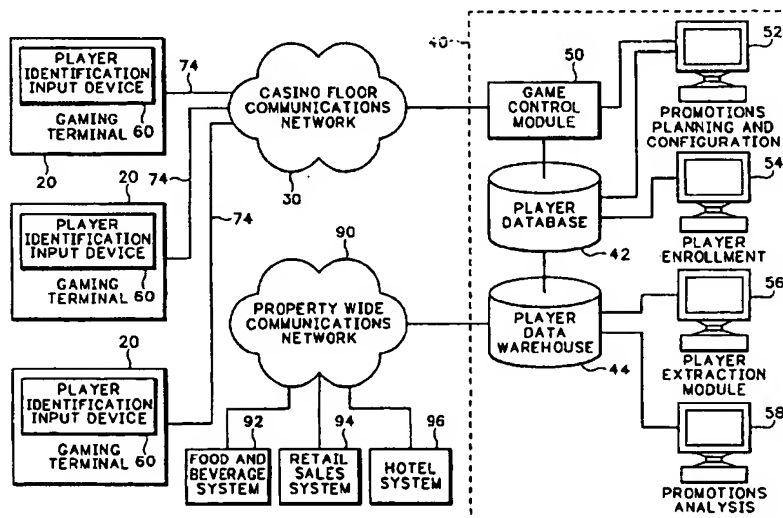
(52) UK CL (Edition W):
G4A AUXP AUXS

(56) Documents Cited by ISA:
None

(58) Field of Search by ISA:
Other: **NOT YET ADVISED**

(54) Abstract Title: **Player specific game system**

(57) Embodiments of the invention provide a game tailoring system that allows a gaming experience to be tailored to an individual player. Player data is tracked as an identified player plays at a gaming device. Additionally, other types of data, such as retail purchases, preferences, and experience are stored. The data is analyzed and triggering levels set which, when satisfied, cause the game tailoring system to modify the gaming experience. The triggering levels can be different for different players. Additionally, data about groups of players or groups of gaming devices can be tracked, stored, and used as reward triggers. Further, depending on the identified player or a group of selected machine, embodiments of the invention can cause messages, graphics, or animations to appear on the game screen.



GB 2397403 A continuation

(74) Agent and/or Address for Service:
J A Kemp & Co.
14 South Square, Gray's Inn, LONDON,
WC1R 5JJ, United Kingdom